



America In Bloom

How the Contest Works

#1 Register your community for the contest

- There is a registration fee associated with entering the contest, but don't let this be a barrier from entering.
- Businesses, civic groups, and municipal departments are often willing to pay the registration fee.

#2 Organize and inspire your community

- Form a beautification or "in Bloom" committee to organize the community's efforts.
- Consider forming sub-committees for each of the eight judging criteria, many communities employ subcommittees. The eight criteria are: floral displays, landscaped areas, urban forestry, turf & groundcover areas, environmental awareness, tidiness, heritage preservation, and community involvement. See the Community Resources Tab on the front page to get resources for each criterion.
- Beautification contests within your community often provide inspiration and friendly competition for residents.

#3 Prepare for the judges' visit

- Work with your committee to develop an itinerary that provides good representation of your community, not just selected areas.
- Plan a driving tour through town that highlights community elements from all eight judging criteria.
- Get as many volunteers involved as possible!

#4 Attend the AIB Symposium & Awards Program

- See your community recognized as a participating city and find out if your community is the recipient of a population or criteria award.
- Network with other communities and learn from their experiences, good and bad.
- Attend educational sessions for a variety of ideas and projects you can use to expand existing beautification efforts and develop new ones.

#5 Celebrate your community's achievements!

- Recognize all the volunteers who helped make a difference with a community potluck, parade, reception, or other event.

#6 Don't stop, keep going!

- Review your community's evaluation and share with committees and volunteers.
- Identify target areas and projects to improve upon and strategies to implement.
- Keep thanking volunteers and maintain their excitement by starting new projects.